

Los Angeles County Commission for Women

Public Relations/Social Media Committee Report

Chair: Gerda Govine, Ed.D.

Member: Reiko Duba

Rebranding the Commission is one of the charges of this committee. One of the actions in process is the creation of a new original logo by three volunteer artists in Los Angeles County who have agreed to engage in a design competition. Artist, Marion Eisenmann, is no longer available as reported by Commissioner Shevlin, Chair, Economic Development Committee. Rosalind Binger, recommended by Commissioner Govine, Chair Public Relations/Social Media Committee withdrew as a volunteer due to a conflict in her schedule. The third volunteer, Jennifer Guterrez Morgan, also recommended by Commissioner Govine, was notified to submit her social security number to support staff to begin the process. Once the high-resolution logos are designed this matter will be agendized for an upcoming meeting so that Commissioners can vote to pick one of the designs by artist Guterrez Morgan.

As Chair of the Public Relations Social Media Committee, in conversation with Commissioner Duba, Committee member and Commissioners Shevlin and Commissioner Lesser of the Economic Development Committee, we will bring to our August retreat a proposal to merge the Economic Development Committee (Commissioner Govine and Duba are members) with the Public Relations/Social Media Committee.

I was invited by Commissioner Petrossian, Chair of the Education Committee, to speak at the “2012-2013 Scholarship Orientation & Luncheon Program” on June 18, 2013. The event began with a “Registration meet and greet” breakfast with the scholarship recipients and their families, friends and former recipients; Board of Supervisors Scholarship Presentation by Supervisor Mark Ridley Thomas; Reception/ Welcome and Introduction by Commission President Ward; Presentation by Commissioner Petrossian, Chair, Education Committee, “Networking with Other Women, Glass Ceiling and Immigration; “Reach for the Sky” presentation by Commissioner Govine and Scholarship Program Testimony by Talitha James, 2007 Scholarship Recipient. We were also joined by Commissioners Creary, De la Rosa, and Shevlin with former Commissioner Escandon. This experience was rewarding and I look forward to continued support for this Scholarship Program that truly makes a difference as these young women embark on or continue their pursuit of higher education and careers.

Respectfully submitted June 28, 2013
Commissioner Gerda Govine, Ed.D.